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## **FundCaster To Launch Live, Online, How-To Course On Engineering Crowdfunding Campaigns**

*The Course, Slated to Start on April 23<sup>rd</sup>, 2014, Will Walk Participants Through the Pre-Launch, Live Campaign, Post-Campaign, and Rewards Delivery Phases of Crowdfunding.*

**Atlanta, GA:** Today, the creative and collaborative minds behind FundCaster, a crowdfunding-success prediction engine, are proud to announce the launching of their online, campaign-engineering course. FundCaster's co-founders, [Albin Bajramovic](#) and [Elena Bakhtina](#), have two primary goals – (1) to educate current and future entrepreneurs on the principles of crowdfunding and (2) to give campaign managers an in-depth view of the vital components that often lead to crowdfunding success – both of which they plan to achieve through this course.

Crowdfunding has recently evolved into a viable alternative to private and public funding. Last year alone, entrepreneurs raised more than \$5 billion globally via various crowdfunding platforms. However, despite its growing popularity and success, **7 out of every 10 crowdfunding campaigns still fail**. To improve these odds, FundCaster spent two years researching and conducting field work aimed at identifying the key elements that lead to success in crowdfunding.

When asked why a potential crowdfunder should take the FundCaster course, Bajramovic said, "The unique approach of this course combines the scientific method, principles of customer discovery, and lean methodology to help entrepreneurs determine and improve their chances of running a successful campaign **prior to launching**." And while other programs already exist that can predict a campaign's fundraising potential, none of them have yet been able to do so before the campaigns have gone live, until now. Best of all, users can utilize this information across any crowdfunding platform – Kickstarter, Indiegogo, etc. – as these principles are applicable and adaptable to any one of them.

### **Throughout the 4-week course, participants can expect the following:**

- To learn how to effectively conduct market research in the evolving crowdfunding industry.
- To build a prediction model for their crowdfunding campaigns' successes.
- To craft and evaluate their reward structures.
- To test and validate demand for their products and the feasibility of their campaigns prior to launch.
- To develop industry and social media connections necessary to run a successful campaign.
- To evaluate efficiency of different channels for their social media strategies.
- To acquire the ability to drive traffic to their campaign pages.
- To formulate a strategy for after their campaigns are successfully funded.

**This is a one-time opportunity to learn from crowdfunding experts and practitioners in an interactive environment. Spots are limited, so sign-up soon.**

**About FundCaster:** FundCaster is a crowdfunding prediction engine designed to help entrepreneurs create and launch successful crowdfunding campaigns. Using proprietary algorithms, the program enables users not only to identify critical areas of need, but also to address them prior to launching – providing users with pre-launch benchmarking, campaign-management tools, and educational resources to help them estimate and increase their chances of success.

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